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Asta Lynge

2 October - 7 November 2026

I heard this story from someone who worked in advertising and was involved in a TV commercial for an insurance company in the early 2000s.

The commercial featured a fluffy yellow chick standing beside a car tyre in a fixed, single-shot frame. Then, the sound of someone getting into the car and starting the engine. The tyre begins to roll towards the chick, before suddenly moving in the opposite direction and disappearing out of frame. The company slogan appears: "It's about feeling safe."

To keep the chick in the same position during filming, its feet were glued to the ground, he told me. When I asked how it was removed afterwards, he replied that it wasn't.

In 1997 the company had produced a similar commercial in which they used the same composition: a chick standing beside a car tyre. In that version, however, when the tyre moves towards the chick, the chick simply walks out of the way.

List of works

Remi
2026
bronze, playing cards

Laptop
2026
bronze, playing cards

Untitled
2026
bronze, playing cards

Trap (2023)
2026
bronze, playing cards

Nina
2026
bronze, playing cards

On view offsite at Gloria Cinema (Rådhuspladsen 59, 1550 Copenhagen) during the first and last day of the exhibition:

Animator
2026
Video with sound
42'19"

The exhibition is accompanied by a storyboard by Daniel West
The exhibition is supported by the Danish Arts Foundation

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